

American Assembly for Men in Nursing  
Strategic Planning  
2009-2010

Implementation Planning

**Goal 1: AAMN will provide a contemporary array of programs and services to meet AAMN member needs**

STRATEGIC PRIORITIES

- 1.1 Offer an annual meeting
- 1.2 Survey members as to areas of interest and expertise (within 1 year)
- 1.3 Develop One continuing education offering and offer on line (within 2 years)
- 1.4 Develop multiple continuing offerings and offer on line (within 3 years)
- 1.5 Assess need for mentorship program (convene task force in year 1; complete needs assessment and establish program if interest in year 2)

**Goal 2.0 AAMN will create "Recognition" Programs for Best Workplace and Best School**

STRATEGIC PRIORITIES

- 2.1 Appoint a 5 member recognition committee to develop criteria (including selection criteria), timeframe for designation and application fee.
- 2.2 Accept application for awards and make awards in 2010 using new selection criteria and process.

### **GOAL 3.0 CREATE AN AMERICAN ACADEMY OF/FOR MEN IN NURSING**

#### STRATEGIC PRIORITIES

- 3.1 Form a steering committee to establish and maintain project operational and management structure to insure active participation for all stakeholders (Current members of the LC Society, AAMN Board of Directors and AAMN Foundation).
- 3.2 Formalize small group process of “consensus” for establishing policy and decision making. Formalize record keeping procedures for recording and reporting the steering committee’s activities. (It is anticipated that the steering committee will formally meet by conference call monthly and that e-mail correspondences will be used to communicate interval information.)
- 3.3 Develop a comprehensive plan for the creation of the “American Academy of/for Men in Nursing.”
- 3.4 Establish purpose or mission of American Academy for Men in Nursing.
- 3.5 Establish criteria for American Academy for Men in Nursing fellow nomination and selection.
- 3.6 Establish process for American Academy of/for Men in Nursing Fellow nomination and selection.
- 3.7 Establish timeline for promotional campaign for the American Academy for Men in Nursing.

### **Goal 4. Develop a men’s health curriculum**

#### STRATEGIC PRIORITIES

- 4.1 Define AAMN role and function in developing a men’s health curriculum.
- 4.2 Develop partnerships to develop men’s health curriculum.

**Goal 5. Build the AAMN brand as one that focuses on the knowledge and competencies of men in nursing rather than on gender.**

STRATEGIC PRIORITIES

- 5.1 Develop a document of the most frequently asked questions/answers about men in nursing and post to web.
- 5.2 Develop a list of references and resources about men in nursing.
- 5.3 Gather profiles of members and practice expertise, e.g. trauma nursing, forensic nursing, and periodically publish profiles (year 1).
- 5.4 Profile national male nurse leaders willing to participate and join AAMN who have not traditionally been members.
- 5.5 Seek representation on select national boards.
- 5.6 Develop a template for position papers and press releases.
- 5.7 Identify national policy issue appropriate for AAMN to take a position.

**Goal 6: Increase Membership base and Number of Recognized AAMN Chapters**

AAMN will increase its membership to 450 in FY 09, to 600 in FY 10 and 750 in FY 11.

To achieve this goal, AAMN will build the AAMN brand as one that focuses on the knowledge and competencies of men in nursing rather than on gender.

STRATEGIC PRIORITIES

- 6.1 Explore offering a multi-year membership purchase
- 6.2 Explore recruitment and retention incentives

6.3 Create a chapter development program and a chapter presidents' network (5)

6.4 Consider creation of a "young to practice" special interest group

**GOAL 7: AAMN will be fiscally fit and financially sound.**

STRATEGIC PRIORITIES

7.1 Explore current dues structure to determine appropriate adjustments for budget.

7.2 Explore diversifying revenue by offering corporate memberships

7.3 Expand sponsorship opportunities

7.4 Develop plan to increase sponsors, advertisers, and exhibitors by 25% annually.

7.5 Offer affinity products, e.g., mugs, shirts, hats to generate revenue.

7.6 Charge application fee for "best school" and "best work place" award program (4)

7.7 Adopt a financial reserve policy

**GOAL 8: AAMN will develop strategic relationships to promote the organization, recruitment and retention of men in nursing, and men's health.**

STRATEGIC PRIORITIES

8.1 Identify and align with national organizations for mutual benefit.

**GOAL 9: AAMN will develop a formal marketing plan.**

STRATEGIC PRIORITY

9.1 Identify alternatives for marketing plan leadership, deliverables, and content.